

The Complete Facebook Split Testing Guide

Split Testing

Split Testing is a crucial part of creating Facebook campaigns. The goal is to test **ONE variable** difference at a time in Facebook campaigns to identify the best combination of variables! This can mean testing a different image, ad copy, call to action button, audience/targeting, placement, etc.

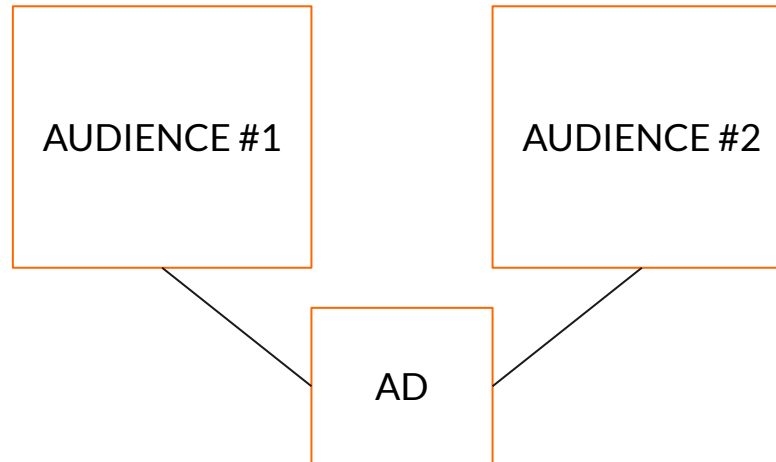
Just make sure to test only **ONE variable** at a time otherwise if you test multiple variations in a new campaign and that campaign performs better, you won't be able to tell what variable was the cause! By testing one variation difference at a time, you can identify the cause of the success or failure from campaign to campaign.

- Think back to your high school science classes and **hypothesis testing**. You would have your control group, then you would change **ONE variable** in the test group in order to document the differences/results!

Split Testing

EXAMPLE: A/B split testing allows advertisers to easily test the same ad on two different audiences, to see which audience the ad performs better with!

Advertisers can use split testing to interpret how changes in different variables might impact their ads success!



Manual A/B Split Testing

To get the best results from your Facebook Ads, you have to test different versions of ad creatives (at the AD level) and targeting/audience (at the AD SET level) in our campaigns. To test different Ads and Ad Sets we can do “**A/B Split Testing**” in our campaigns.

After doing A/B Split Testing, we can easily find which variables are best for our campaigns or which ones are not!

Now let's first cover how we do manual split testing at the:

- **Ad Set level**
- **Ad level**

PRO TIP: ALWAYS test ONE variable at a time!

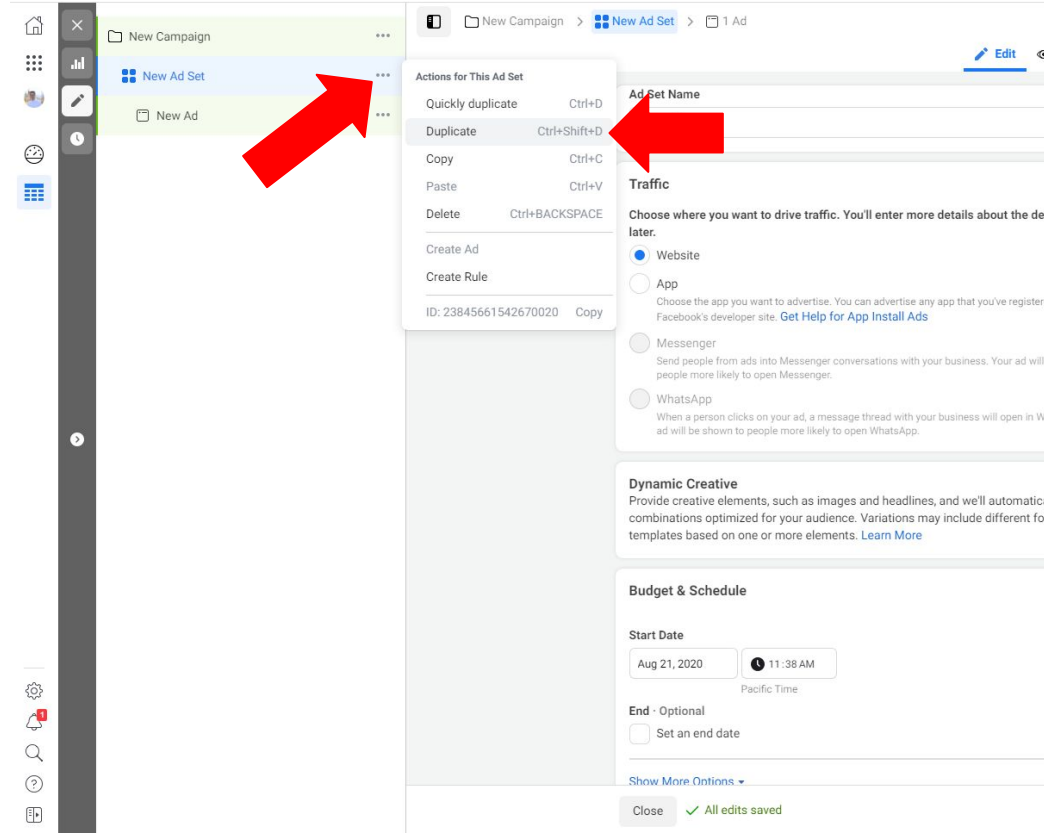
Manual Split Testing: Ad Set Level

Manually Split Test Facebook Ads → Ad Set Level

At the Ad Set level you can do split testing of all the different TARGETING variables you want to test for your brand.

You can make split tests of different ad sets targeting varying locations, age, Custom Audiences, Lookalike Audiences, gender, languages, Detailed Targeting, Connections, or Placements.

EXAMPLE: MEN vs WOMEN
ad set #1 = men, ad set #2 = women



Step #1 - Create Your Main Ad Campaign

- The first step is to simply create your main/base ad campaign. Create what you feel is your BEST targeting and ad creative. Publish the campaign, then navigate back to Ads Manager.
- This campaign will act as the foundation for your split tests created using the “Duplicate” feature.

Campaigns Coursenvy.com Ad Account (5... Updated 7 minutes ago Discard Drafts Review and Publish

Search Filters + Add filters to narrow the data you are seeing. Lifetime: Nov 26, 2019 – Jul 10, 2020

Campaigns 1 Selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit A/B Test Rules 1-200 of 211 View Setup Columns: Custom Breakdown Reports

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequen	Unique Link Clicks
☒	99modMBA-BROAD-USA7-10 [int. targ]	In Review							\$0.00	Ongoing	—	—
☐	CONV-99modMBA-LA-USA7-6 [LA modMBA LP]	Active							\$53.79	Ongoing	1.17	11
☐	CONV-99modMBA-BROAD-AUS-7-7	Active							\$132.87	Ongoing	1.28	40
☐	CONV-99modMBA-Udemyinsights-7-6 [richC]	Active							\$112.50	Ongoing	1.67	33
☐	CONV-99modMBA-LA-USA7-6	Active							\$238.86	Ongoing	1.34	69
☐	BOF-99modMBA-6-30 [RETARGET modMBA]	Active							\$109.98	Ongoing	5.54	68
☐	TRAF-ParentsKids3to5-kindie-7-9	Off	Lowest cost	\$20.00 Daily	modMBA sale 6 Link Clicks	757	886	\$0.59 Per Link...	\$3.53	Jul 11, 2020	1.17	6

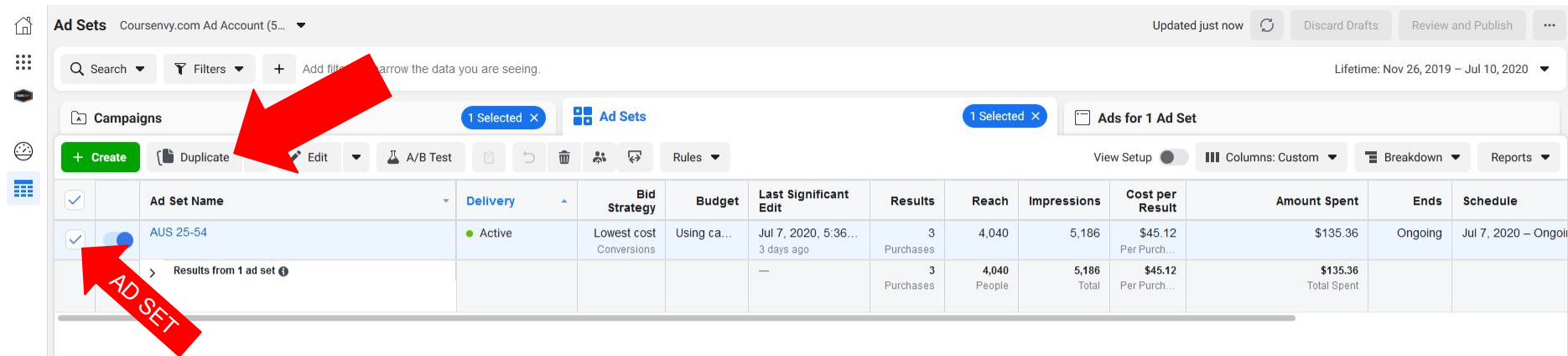
Once you publish your campaign, click the checkbox next to your campaign name.

Then click the Ad Set tab.

How to Duplicate Ad Sets

Manually split test an Ad Set via the DUPLICATE button in your Ads Manager.

- Select the checkbox next to the **Ad Set** name you want to duplicate.
- Click the Duplicate button.



The screenshot displays the Facebook Ads Manager interface. At the top, the page is titled 'Ad Sets' for the 'Coursenvy.com Ad Account'. The top navigation bar includes a search bar, filters, and buttons for 'Discard Drafts', 'Review and Publish', and a refresh icon. Below this, the 'Campaigns' tab is selected, showing '1 Selected'. The 'Ad Sets' tab is also visible, showing '1 Selected'. The 'Ads for 1 Ad Set' tab is also visible. The main toolbar contains buttons for '+ Create', 'Duplicate', 'Edit', 'A/B Test', and 'Rules'. The table below lists the ad sets. The first row is 'AUS 25-54', which is active and has a checkbox selected. A red arrow points to the 'Duplicate' button in the toolbar, and another red arrow points to the checkbox next to the 'AUS 25-54' ad set name. Below the table, there is a link to 'Results from 1 ad set'.

	Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
☒	AUS 25-54	Active	Lowest cost Conversions	Using ca...	Jul 7, 2020, 5:36... 3 days ago	3 Purchases	4,040	5,186	\$45.12 Per Purch...	\$135.36	Ongoing	Jul 7, 2020 – Ongoing
> Results from 1 ad set												
					—	3 Purchases	4,040 People	5,186 Total	\$45.12 Per Purch...	\$135.36 Total Spent		

Ad Sets Coursenvy.com Ad Account (5... Updated just now Discard Drafts Review and Publish ...

Search Filters + Add filters to narrow the data you are seeing. Lifetime: Nov 26, 2019 – Jul 10, 2020

Campaigns 1 Selected Ad Sets 1 Selected Ads for 1 Ad Set

+ Create Duplicate Edit A/B Test

Ad Set Name	Delivery
AUS 25-54	Active
> Results from 1 ad set	

View Setup Columns: Custom Breakdown Reports

Sessions	Cost per Result	Amount Spent	Ends	Schedule
5,186	\$45.12 Per Purch...	\$135.36	Ongoing	Jul 7, 2020 – Ongoing
5,186 Total	\$45.12 Per Purch...	\$135.36 Total Spent		

Duplicate the Ad Set in your “Original Campaign”.

Duplicate Ad Set Into:

☒ Original campaign
☐ Create a test to compare a new ad set to your original ad set

☐ Existing campaign

☐ New campaign

☐ New split test campaign

Number of copies of each ad set
1

☒ Show existing reactions, comments and shares on new ads

Cancel Duplicate

Ad Sets Coursevny.com Ad Account (5...

Search

Filters

+ Add filters to narrow the data

1 x

+ Create Duplicate Edit A/B Test

Ad Set Name

AUS 25-54 - Copy

AUS 25-54

Results from 2 ad sets

CONV-99modMBA-BROAD-AUS-7-7

AUS 25-54 - Copy

Default name - Conversions

AUS 25-54

Default name - Conversions

AD SET

AD

CAMPAIGN

Ad Set Name

AUS 25-54 - Copy

Conversion

Conversion Event Location

Website

App

Messenger

WhatsApp

Pixel

Learn/Coursevny.com Pixel

Pixel ID: 466681210923458

Conversion Event

Purchase

Dynamic Creative

On

Budget & Schedule

Start Date

Close

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Discard Draft

Publish

Audience Definition

Potential Reach: Unavailable

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach

5.2K - 15K

Conversions

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

The EDIT menu will expand where you can edit the Campaign, Ad Set, and Ad by simply clicking each option.

Edit ONE variable in the new duplicated Ad Set split test (such as targeting a different interest then we did in the first Ad Set).

CONV-99modMBA-BROAD-AUS-7-7 > AUS 25-54 - Copy > 1 Ad

In Draft

Ad Set Name

[Create Name Template](#)

AUS 25-54 - Copy

Conversion

Conversion Event Location

☒ Website

☐ App

☐ Messenger

Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp

Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

Pixel

Learn/Coursenvy.com Pixel

Pixel ID: 466681210923458

Conversion Event

☒ Purchase

Dynamic Creative

On

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule

Start Date

Close

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Discard Draft

Publish

Audience Definition



Audience definition is unavailable.

Potential Reach: Unavailable

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach

5.2K - 15K

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< 10

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[Were these estimates helpful?](#)

Ad Sets Coursenvy.com Ad Account (5...)

Search

Filters

+ Add filters to narrow the data

1 x

+ Create Duplicate Edit A/B Test

Ad Set Name

AUS 25-54 - Copy

AUS 25-54

Default name - Conversions

Results from 2 ad sets

CONV-99modMBA-BROAD-AUS-7-7 > AUS 25-54 - Copy > 1 Ad

In Draft

Edit Review

Ad Set Name

Actions for This Ad Set

Quickly duplicate Ctrl+D

Duplicate Ctrl+Shift+D

Copy Ctrl+C

Paste Ctrl+V

Delete Ctrl+BACKSPACE

Create Ad

Create Rule

ID: 23845034001710418 Copy

Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

Pixel

Learn/Coursenvy.com Pixel

Pixel ID: 466681210923458

Conversion Event

Purchase

Dynamic Creative On

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule

Start Date

Close By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

Discard Draft Publish

Audience Definition

Audience definition is unavailable.

Potential Reach: Unavailable

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach

5.2K - 15K

Conversions

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Say we want to split test 3 different interests (e.g. dogs, cats, and pets). You can click the "3 dots" menu next to the Ad Set and select "Quickly duplicate" from the menu to add a third Ad Set duplicate.

Then you will manually edit the targeting for each Ad Set so each one has a different interest that you want to test.

CONV-99modMBA-BROAD-AUS-7-7 > AUS 25-54 - Copy > 1 Ad

[Edit](#) [Review](#)

Age
25 54

Gender
All genders

Detailed Targeting 
Include people who match

Interests > Hobbies and activities > Pets
Dogs 

[Suggestions](#) [Browse](#)

[Exclude](#) [Narrow Audience](#)

Detailed Targeting Expansion 
☐ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages
• English (UK) or English (US)

[Show More Options](#)

[Save This Audience](#)

Placements [Learn More](#)
☒ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

[Close](#) By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

[Discard Draft](#) [Publish](#)

Audience Definition

Audience definition is unavailable.
Potential Reach: Unavailable 

Estimated Daily Results
Based on 7-day click and 1-day view conversion window
Reach 
4.8K - 14K
Conversions 
< 10
The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.
Were these estimates helpful?

Leave the Ad as is. Remember, split test ONE variable at a time so you can identify which one is driving the most results for each Ad Set.

After 1,000 ad impressions, we will identify which split test (i.e. interest) resulted in the most conversions. Then we will move on to split tests at the Ad level (i.e. fine tuning our images, video, ad copy, etc.)

CONV-99modMBA-BROAD-AUS-7-7 > AUS 25-54 - Copy > 1 Ad

In Draft

Edit Review

Ad Set Name

Create Name Template

AUS 25-54 - Copy

Conversion

Conversion Event Location

☒ Website

☐ App

☐ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp
Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

Pixel

Learn/Coursenvy.com Pixel
Pixel ID: 466681210923458

Conversion Event

☒ Purchase

Audience Definition

Audience definition is unavailable.

Potential Reach: Unavailable

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach **< 10**

Conversions **< 10**

5.2K - 15K

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Dynamic Creative

On

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule

Start Date

Close By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Discard Draft Publish

Publish the Ad Set split tests once ready.

CONV-99modMBA-BROAD-AUS-7-7 > AUS 25-54 - Copy > 1 Ad

In Draft

Edit Review

Ad Set Name

Create Name Template

AUS 25-54 - Copy

Conversion

Conversion Event Location

☒ Website

☐ App

☐ Messenger

☐ WhatsApp

Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

Pixel

Learn/Coursenvy.com Pixel

Pixel ID: 466681210923458

Conversion Event

Purchase

Dynamic Creative

On

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule

Start Date

Close

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Audience Definition

Specific

Broad

Audience definition is unavailable.

Potential Reach: Unavailable

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach

5.2K - 15K

Conversions

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Discard Draft

Publish

Manual Split Testing Cons

When creating a duplicate Ad Set, do note that if you don't completely exclude the first campaign's audience, there will be **audience overlap**... i.e people seeing your ad multiple times -- which isn't necessarily bad, it just increases your ad frequency, which can lead to possible audience fatigue and wasted ad spend.

This can be prevented via **EXCLUDING** audiences at the Ad Set level.

Let me show you an example...

You can **EXCLUDE** your first campaigns target audience in your second split test via the **EXCLUDE** link under Custom Audiences and Detailed Targeting.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Audience

[Create New Audience](#) Use Saved Audience ▼

Custom Audiences

[Create New](#) ▼

INCLUDE people who are in at least ONE of the following

Q Search existing audiences

EXCLUDE people who are in at least ONE of the following

Q Search existing audiences

Locations

People living in or recently in this location ▼

United States

United States

Include ▼ Q Search Locations Browse

Add Locations in Bulk

Age

18 ▼ 65+ ▼

Gender

All genders

Detailed Targeting

Include people who match ⓘ

Q Add demographics, interests or behaviors Suggestions Browse

Exclude

Detailed Targeting Expansion ⓘ

Close ✓ All edits saved

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

[Back](#) [Next](#)

EXAMPLE:

I targeted “cats” as the INCLUDE interest in Ad Set 1 and used a photo of “pet toys” for Ad 1.
I targeted “dogs” as the INCLUDE interest in Ad Set 2 and used a photo of “pet toys” for Ad 2.

For a TRUE split test, we will EXCLUDE “dogs” from Ad Set 1 and EXCLUDE “cats” from Ad Set 2.

Split Test Example (ONE Variable Per Ad Set & Ad)

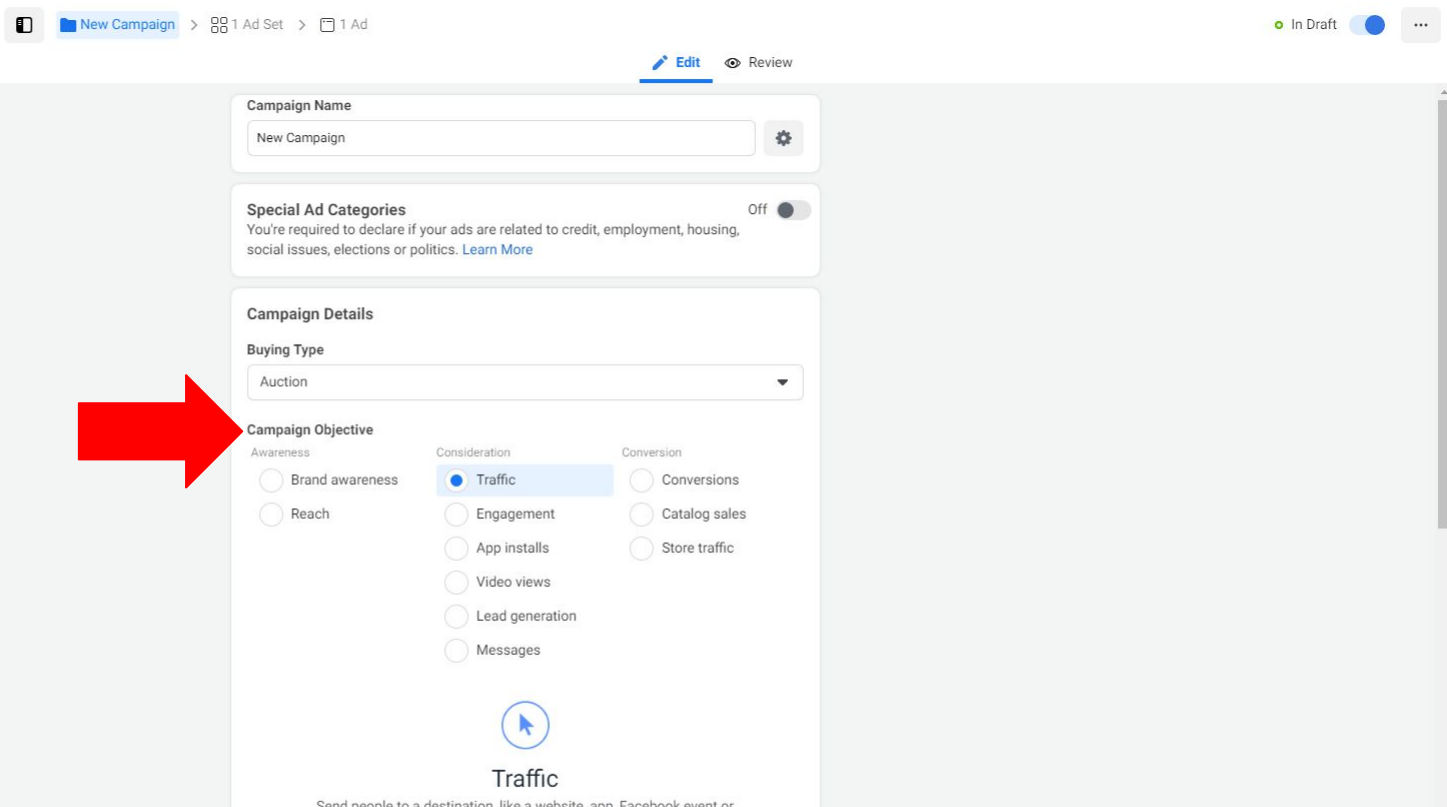


EXAMPLE:

Ad Set Split Test

EXAMPLE: Ad Set Split Test → Age

First, choose your objective and name to your campaign. Then click on the continue button.



The image shows the Facebook Ads campaign creation interface. A red arrow points from the text box to the 'Campaign Objective' section. The interface includes a left sidebar with navigation icons, a top navigation bar with 'New Campaign', '1 Ad Set', and '1 Ad' tabs, and a main content area with the following sections:

- Campaign Name:** A text input field containing 'New Campaign' and a settings gear icon.
- Special Ad Categories:** A section with a toggle switch set to 'Off' and a 'Learn More' link.
- Campaign Details:**
 - Buying Type:** A dropdown menu set to 'Auction'.
 - Campaign Objective:** A section with three columns of radio button options:
 - Awareness:** Brand awareness, Reach.
 - Consideration:** Traffic (selected), Engagement, App installs, Video views, Lead generation, Messages.
 - Conversion:** Conversions, Catalog sales, Store traffic.

At the bottom, there is a blue circular button with a right arrow, labeled 'Traffic'.

Always name your Ad Set so that you can easily understand the variables just by reading the name in your Ads Manager.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad Set Name

New Ad Set

Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

☒ Website

☐ App
Choose the app you want to advertise. You can advertise any app that you've registered on Facebook's developer site. [Get Help for App Install Ads](#)

☐ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp
When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to open WhatsApp.

Dynamic Creative On

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule

Start Date

Aug 21, 2020 11:38 AM
Pacific Time

End - Optional

☐ Set an end date

[Show More Options](#)

[Close](#) ✓ All edits saved

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Back](#) [Next](#)

For this first Ad Set, I have selected to split test AGE.

This Ad Set will target users in the age group **18 to 24** and in the **United States**.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Audience

[Create New Audience](#) Use Saved Audience ▼

Custom Audiences

[Create New](#) ▼

Search existing audiences

Exclude

Locations

People living in or recently in this location ▼

United States

United States

Include ▼ Search Locations Browse

Add Locations in Bulk

Age

18 ▼ 24 ▼

Gender

All genders

Detailed Targeting

Include people who match ⓘ

Search Add demographics, interests or behaviors Suggestions Browse

Exclude

Detailed Targeting Expansion ⓘ

☐ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Close ✓ All edits saved

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 38,000,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Back](#) [Next](#)

Select the Facebook Page and Instagram Account for your ad. Then select the Format for your ad.

New Campaign > New Ad Set > New Ad

In Draft

Edit Review

Preview On

12 Placements View More Variations

Facebook Feeds

Feeds

Coursenvy Sponsored

Ad Name
New Ad

Identity

Facebook Page
Coursenvy

Instagram Account
coursenvy

Ad Setup

Format

Dynamic creative ads will be automatically generated using your individual creative assets.

☒ Single Image or Video
One image or video, or a slideshow with multiple images

☐ Carousel
2 or more scrollable images or videos

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media

Select Images Select Videos

Create Slideshow Create Video

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

Close All edits saved

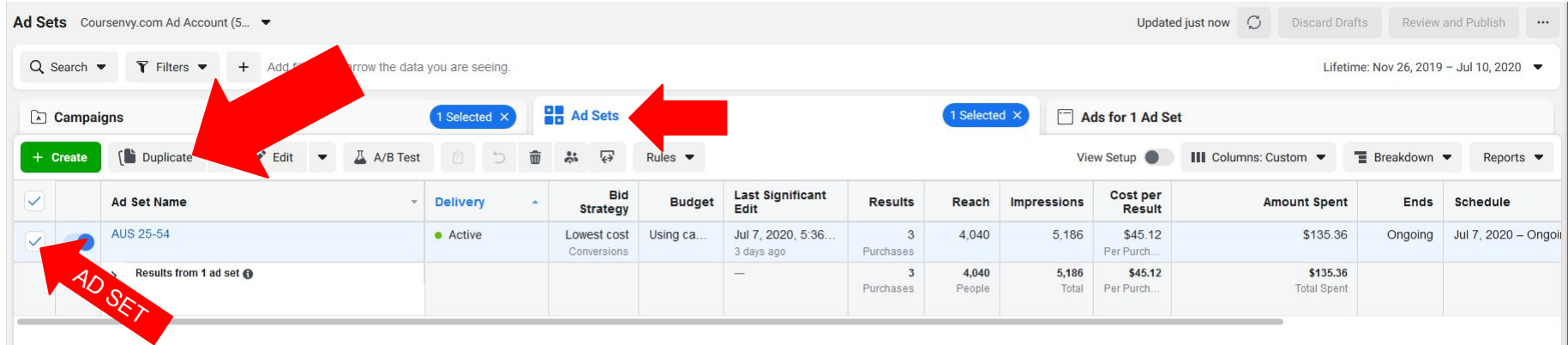
Back Publish

Note that we are only testing AGE at the AD SET level for this campaign, so we will not be changing the AD for each AD SET we duplicate/split test. Remember, test **ONE variable** total for each campaign duplicate so you can clearly identify which variables are equating results.

Finish creating this campaign and publish it.

Create A Duplicate Ad Set

- Now go back to the Ads Manager and click the checkbox for this newly created Campaign name. Once selected, click the **Ad Sets** tab.
- Click the checkbox next to your Ad Set name, then click the **Duplicate** button.
- In this duplicate Ad Set, we will split test our campaign targeting a different age.



Ad Sets Coursenvy.com Ad Account (5...)

Updated just now Discard Drafts Review and Publish

Search Filters + Add filters to narrow the data you are seeing. Lifetime: Nov 26, 2019 – Jul 10, 2020

Campaigns 1 Selected Ad Sets 1 Selected Ads for 1 Ad Set

+ Create Duplicate Edit A/B Test Rules

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☒	AUS 25-54	Active	Lowest cost Conversions	Using ca...	Jul 7, 2020, 5:36... 3 days ago	3 Purchases	4,040	5,186	\$45.12 Per Purch...	\$135.36	Ongoing	Jul 7, 2020 – Ongoing
Results from 1 ad set						3 Purchases	4,040 People	5,186 Total	\$45.12 Per Purch...	\$135.36 Total Spent		

AD SET

Create A Duplicate Ad Set

Choose the “Original Campaign” option and set the number of copies to “1” in this popup. Then Click on the “Duplicate” button.

Duplicate Ad Set Into:

- ☒ Original campaign
- ☐ Existing campaign
- ☐ New campaign

Number of copies of each ad set: 1

☒ Show existing reactions, comments and shares on new ads

Cancel Duplicate

Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
\$1.04	—	—	—	\$10.43
\$1.04	—	—	—	\$10.43
\$1.04	—	—	—	\$10.43
\$0.29	—	—	—	\$60.43
\$4.81	—	—	—	\$43.29
\$39.48	—	—	—	\$315.80
\$29.76	—	—	—	\$386.84

Number of Copies

Your total number of copies depends on how many variables you want to test. If you want to test just **ONE** variable (difference), then only create **ONE** copy.

Don't worry, you can always delete or create more copies later too via the **duplicate!**

Remember, leave everything the **SAME** in the duplicate campaign, **EXCEPT** for **ONE** variable. This single variable is the **difference** you are testing.

Duplicate Ad Set Into: ×

☒ Original campaign
☐ Create a test to compare a new ad set to your original ad set ⓘ
☐ Existing campaign
☐ New campaign

Number of copies of each ad set 

1

☒ Show existing reactions, comments and shares on new ads ⓘ

Cancel Duplicate

Columns: Performance ▼ Breakdown ▼

	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...	Amount Spen
8	\$1.04 Per Link Click	—	—	—	\$10.43
8	\$1.04 Per Link Click	—	—	—	\$10.43
8	\$1.04 Per Link Click	—	—	—	\$10.43
2	\$0.29 Per Link Click	—	—	—	\$60.44
7	\$3.59 Per Landin...	—	—	—	\$43.07
Lowest cost	\$3.57 Daily	9	1,194	2,574	\$43.25
Using ad set...	Using ad s...	—	—	—	\$0.00
Using ad set...	Using ad s...	8	4,946	6,169	\$39.48
Using ad set...	Using ad s...	13	5,588	7,338	\$29.76

Rename your duplicate Ad Set so you can easily understand the variables you are testing just by reading the names in your Ads Manager.

CONV-99modMBA-BROAD-AUS-7-7 > AUS 25-54 - Copy > 1 Ad

In Draft

Ad Set Name

[Create Name Template](#)

AUS 25-54 - Copy

Conversion

Conversion Event Location

☒ Website

☐ App

☐ Messenger

Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp

Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

Pixel

Learn/Coursenvy.com Pixel

Pixel ID: 466681210923458

Conversion Event

☒ Purchase

Dynamic Creative

On

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule

Start Date

Close

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Discard Draft

Publish

Audience Definition



Audience definition is unavailable.

Potential Reach: Unavailable

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach

5.2K - 15K

Conversions

< 10

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[Were these estimates helpful?](#)

For this duplicate split test Ad Set, I will be targeting the age group **25 to 54** and in the **United States**. So I will name this Ad Set: **"USA 25-54"**

Then I will adjust this duplicate Ad Sets **"Age"** targeting.

Finally, I will click the **"Publish"** button.

CONV-99modMBA-BROAD-AUS-7-7 > **AUS 25-54 - Copy** > 1 Ad

[Edit](#) [Review](#)

Age
25 54

Gender
All genders

Detailed Targeting
Include people who match

Interests > Hobbies and activities > Pets
Dogs

Exclude Narrow Audience

Detailed Targeting Expansion
☐ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages
English (UK) or English (US)

Show More Options

Save This Audience

Placements [Learn More](#)
☒ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Close By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Discard Draft **Publish**

No Audience Overlap

- There will be NO audience overlap as one Ad Set is targeting 18-24 year olds, while the other Ad Set is targeting 25-54 year olds.



Analyze Campaign Results via the Breakdown Menu

The screenshot displays the Facebook Ads Manager interface. At the top, the account name 'Coursenvy.com Ad Account (5...)' is visible. Below the search bar, the 'Campaigns' tab is selected, showing a list of campaigns. The campaign 'BOF-99modMBA-6-30 [RETARGET modMBA]' is highlighted. The 'Results' column shows 18 modMBA sales. A red box highlights the '35-44 Male' demographic in the breakdown table. A red arrow points to the 'Breakdown: Age and Gender' menu, which is open, showing various demographic options. A text box explains that users can select the breakdown menu to see who is taking action on their ad, with the example of 'Male age 35-44' leading to the most sales.

In your Ads Manager, you can select the Breakdown menu and choose various options to see who is taking action on your ad. For example, I can see “Male age 35-44” led to the most sales for this ad.

Age	Gender	Ends	Frequency	Unique Link Clicks
18-24	Female	Ongoing	7.98	132
18-24	Male			
18-24	Uncategorized			
25-34	Female			
25-34	Male			
25-34	Uncategorized			
35-44	Female			
35-44	Male			
35-44	Uncategorized			
45-54	Female			
45-54	Male			
45-54	Uncategorized			

How Long Do I Split Test?

Optimization is your ongoing job as a Facebook ad manager. You need to be split testing campaigns, ONE variable at a time, at all three levels (objective, ad set, and ad) to optimize for your key metrics (which is typically seeking the lowest cost per conversion).

You should shut off non-performing ads (poor results) every 3-7 days or once your campaign reaches 1,000 impressions (whichever comes first). From my experience, 1,000 impressions is enough volume to know which ads are winners and which ads are losers.

Combine The Winning Variables & Keep Testing

Once you start to identify your best audience and best ad creatives, combine them into new campaigns to confirm they indeed are the best variables. If not, keep split testing!

Once I find a few winning campaign combinations, I will slowly scale up their budget **20-30% every 2-3 days** until I am at a daily budget I am comfortable spending.

I am constantly testing ads to find more audiences and to obtain cheaper results. Once you get a few of these winning ads, they truly can become **EVERGREEN** or lifelong ads for you!

Variables

Again, the variables you test can be ANYTHING you want to test! If you aren't certain who your target market is, split test to find out! Split test locations, age, gender, languages, interests, placements, connections, custom audiences... the list goes on and on! Just keep creating duplicate campaigns and edit each version ONE variable at a time!

You can split test as many variables as you want in order to identify which ones perform the best with your target audience. Such as which audience drives the lowest cost per click, which images have the highest relevance scores, or what variables increase conversions, while lowering your cost per acquisition.

Watch me analyze split tests live on a client's account in this YouTube video:

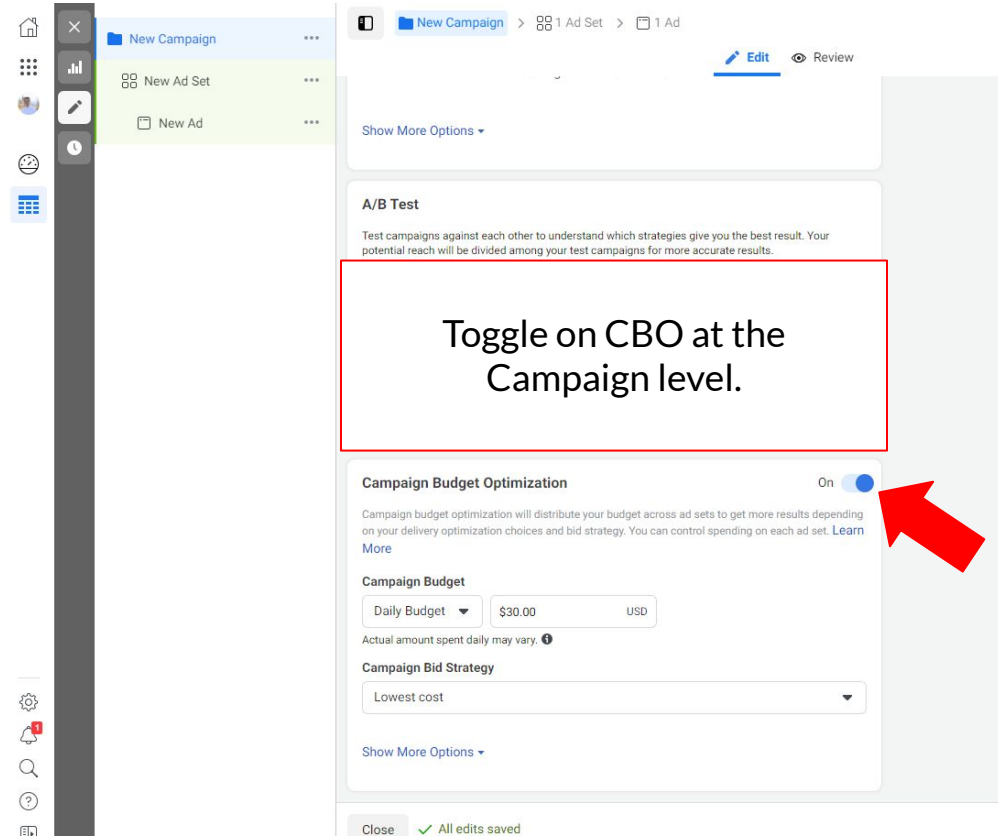
<https://youtu.be/koxKwuNYhYM?t=1376>

The Coursenvy Super Split Test

The Coursenvy Super Split Test

When you enable Campaign Budget Optimization, each Ad Set you add UNDER this campaign needs a minimum of \$1 per Ad Set. So if you are on a limited budget and want to test multiple audiences at once, this **Coursenvy Super Split Test** technique is perfect for you!

I will toggle on Campaign Budget Optimization and set my daily budget to \$30, therefore enabling me to create 30 Ad Sets and test 30 different audiences at once!



Ad Sets Courseenvy.com Ad Account (5... Updated just now Discard Drafts Review and Publish ...

Search Filters + Add filters to narrow the data you are seeing. Today: Jul 10, 2020

Campaigns 1 Selected Ad Sets 1 Selected Ads for 1 Ad Set

+ Create Duplicate Edit A/B Test Rules

View Setup Columns: Performance Breakdown Reports

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
AUS 25-54	Active	Lowest c... Conversions	Using ca...	Jul 7, 2020, 5:36... 3 days ago	— Purchase	878	923	— Per Purchase	\$31.87	Ongoing	Jul 7, 2020 – Ongoing
> Results from 1 ad set					— Purchase	878 People	923 Total	— Per Purchase	\$31.87 Total Spent		

Once you create your main Campaign, navigate to the Ad Set and Duplicate it!

Ad Sets Courseenvy.com Ad Account (5... Updated just now Discard Drafts Review and Publish ...

Search Filters + Add filters to narrow the data you are seeing. Today: Jul 10, 2020

Campaigns 1 Selected Ad Sets 1 Selected Ads for 1 Ad Set

+ Create Duplicate Edit A/B Test Rules

View Setup Columns: Performance Breakdown Reports

Duplicate Ad Set Into:

- ☒ Original campaign
 - ☐ Create a test to compare a new ad set to your original ad set
- ☐ Existing campaign
- ☐ New campaign
- ☐ New split test campaign

Number of copies of each ad set

29

☒ Show existing reactions, comments and shares on new ads

Cancel Duplicate

In the Duplicate popup screen, set the total number of copies you want (e.g. 29 for 30 total Ad Sets -- i.e. 30 total audiences to split test).

I Can't Think of 30 Audiences to Test?!

Test EVERYTHING your potential target market may be interested in! Don't worry about Audience Overlap for this Coursenvy Super Split Test technique (i.e. excluding your other Ad Sets audiences), rather we just want to quickly test ONE variable in each Ad Set and see what audiences show interest... THEN we can narrow down our targeting in MOF and BOF ads!

NOTHING is set in stone with Facebook Ads and I love testing different ideas constantly, like you should too! This Coursenvy Super Split Test technique is a PERFECT top of funnel campaign idea and a great way to find winning audiences quickly! Simply build this campaign, let it run for a few days, toggle off the LOSERS, and scale up the budget on the WINNERS!

- My favorite place to source audience ideas is from Audience Insights:
<https://business.facebook.com/ads/audience-insights>

Coursenvy.com Ad Account...

Create New

Open

Save

Create Ad

CREATE AUDIENCE

Location

UNITED STATES

All United States

+ Country, region, or city

Age and Gender

Age

18

Any

Gender

All

Men

Women

Interests

INTERESTS > ADDITIONAL

INTERESTS

Udemy

+ Interest

Connections

Pages

Advanced

(New Audience)

1.5M - 2M people

People on Facebook

Country: United States of America

Demographics

Page Likes

Location

Activity

Top Categories

1	Health & Wellness Website	DailyOM • becoming minimalist
2	Health/Beauty	Traditional Medicinals • Dollar Shave Club
3	Health Food Store	Thrive Market
4	Blogger	The Points Guy
5	Nonprofit Organization	MoveOn • ACLU • Human Rights Campaign • The Other 98%
6	TV Network	PBS • OWN: Oprah Winfrey Network
7	Local Business	Gaia, Inc.
8	Author	Brené Brown • Dr. Wayne W. Dyer • Deepak Chopra • Louise Hay • Dr. Michio Kaku
9	Government Official	U.S. Senator Elizabeth Warren
10	Political Candidate	Elizabeth Warren • Bernie Sanders

See All

Page Likes

Page	Relevance	Audience	Facebook	Affinity
Udemy	1	490.6K	5.5m	89x
DailyOM	2	118.8K	1.7m	68x
Traditional Medicinals	3	92.4K	1.4m	65x

EXAMPLE:

I will analyze the other Facebook Pages these users (my competitor's fans) also like.

These are perfect split test audiences for your Coursenvy Super Split Test (look, 21 different pages / interests to target just after searching ONE competitor)!

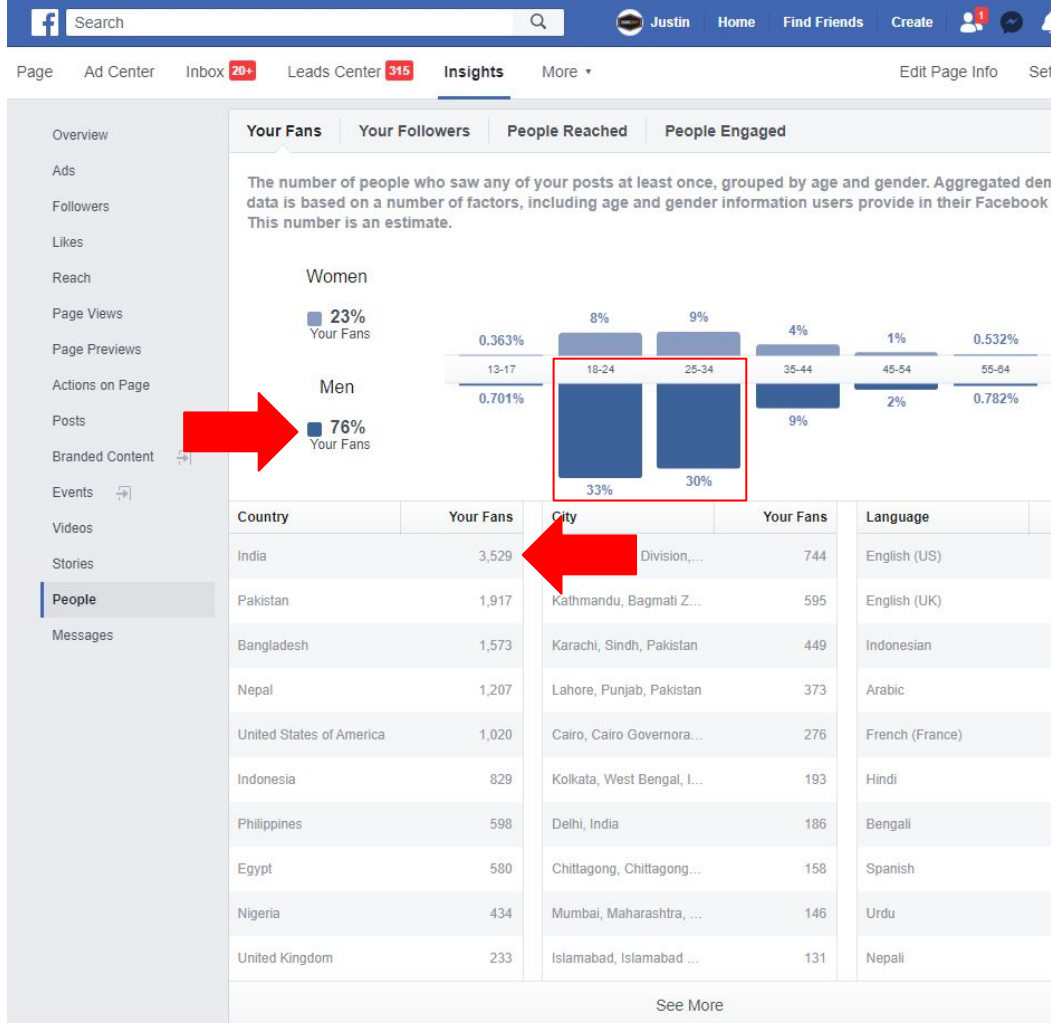
I will search for competitors Facebook Pages via the "Interests" option on the Audience Insights page.

Page Insights

You can also look at your own Facebook Page Insights to learn more about potential target markets.

Just navigate to your Insights page at:
Facebook.com/PageUsername/insights

- Click on “People” in the left sidebar.
- Review your fans demographics.
- A great audience split test for us would be targeting: India, Men, age 18-34



Engaged Shoppers

- Another audience I see great results from is “**Engaged Shoppers**” for my eCommerce clients. These are people who have clicked on the Call-to-Action button “Shop Now” in the past week.

The screenshot displays the Facebook Ads Manager interface. On the left, the 'Ad Sets' list shows 'AUS 25-54' selected. A red arrow points from this selection to the 'Engaged Shoppers' audience in the 'Behaviors > Purchase behavior' section. A red box highlights the text: 'I will edit this FIRST Ad Set targeting to “Engaged Shoppers”.' The audience definition is shown as 'Broad' with a size of 486,404,175. The description states: 'People who have clicked on the Call-to-Action button “Shop Now” in the past week.'

Ad Sets: Coursenvy.com Ad Account (5...)

Search: CONV-99modMBA-BROAD-AUS-7-7

AUS 25-54

Default name - Conversions

Ad Set Name: AUS 25-54

Results from 1 ad set

Behaviors > Purchase behavior

Engaged Shoppers

Size: 486,404,175

Behaviors > Purchase behavior > Engaged Shoppers

Description: People who have clicked on the Call-to-Action button “Shop Now” in the past week.

The screenshot is split into two panels. The left panel shows the 'Ad Sets' list in Facebook Ads Manager, displaying 30 ad sets named 'AUS 25-54 - Copy'. A red arrow points to the 'Engaged Shoppers' audience selection in the top row. The right panel shows the 'Edit' interface for an ad set. A red box highlights the 'Audience Definition' section, which includes a text overlay: 'As you can see, we now have 30 total Ad Sets ready for me to edit! I will change the Detailed Targeting in each Ad Set to a varying SINGLE target audience to test. Once you have edited the Ad Set name and audience for each Ad Set, click the "Publish" button.' A large red arrow points to the 'Publish' button at the bottom right of the interface.

More Split Test Audience Ideas

➤ Custom Audiences

- Website Traffic (All Visitors)
- Website Traffic (Top 25%)
- Website Traffic (Add To Cart)
- Website Traffic (Initiate Checkout)
- Website Traffic (Buyers)
- Video Views (25% Viewed)
- Video Views (50% Viewed)
- Video Views (75% Viewed)

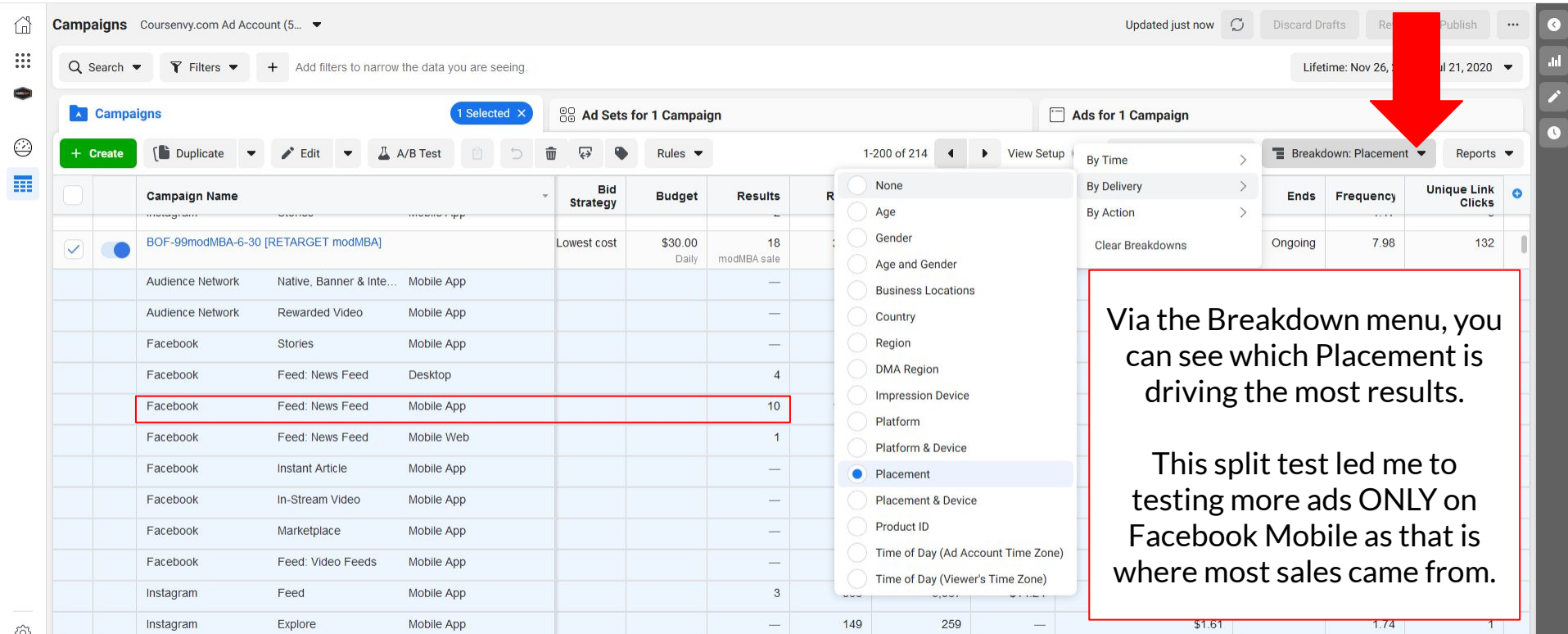
➤ Lookalike Audiences

- 1%, 5%, and 10% for EVERY target country for EVERY Custom Audience

➤ Placements

- I see great results from targeting ONLY mobile for TOF ads. Facebook pushes most traffic to mobile anyway, so just claim a cheaper FIRST touchpoint placing your ads ONLY on mobile. Then use AUTOMATIC placements for retargeting ads (i.e. MOF or BOF) as WARM audiences typically convert on any placement.

Analyze Campaign Results via the Breakdown Menu



The screenshot displays the Facebook Ads Manager interface. At the top, the 'Campaigns' tab is selected, showing a list of campaigns. The 'BOF-99modMBA-6-30 [RETARGET modMBA]' campaign is selected. The 'Breakdown' menu is open, showing various options for analyzing the campaign results. The 'Placement' option is selected, and the breakdown table shows results for different placements. A red box highlights the 'Facebook Feed: News Feed Mobile App' placement, which has 10 results. A red arrow points to the 'Breakdown' menu, and a text box explains the significance of the results.

Campaigns Coursenvy.com Ad Account (5... Updated just now Discard Drafts Re-publish

Search Filters + Add filters to narrow the data you are seeing. Lifetime: Nov 26, 2019 - Dec 21, 2020

Campaigns 1 Selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit A/B Test Rules

1-200 of 214 View Setup

By Time By Delivery By Action Clear Breakdowns

Breakdown: Placement Reports

Ends	Frequency	Unique Link Clicks
Ongoing	7.98	132

None
Age
Gender
Age and Gender
Business Locations
Country
Region
DMA Region
Impression Device
Platform
Platform & Device
Placement
Placement & Device
Product ID
Time of Day (Ad Account Time Zone)
Time of Day (Viewer's Time Zone)

Campaign Name	Bid Strategy	Budget	Results
BOF-99modMBA-6-30 [RETARGET modMBA]	Lowest cost	\$30.00 Daily	18 modMBA sale
Audience Network Native, Banner & Inte... Mobile App			—
Audience Network Rewarded Video Mobile App			—
Facebook Stories Mobile App			—
Facebook Feed: News Feed Desktop			4
Facebook Feed: News Feed Mobile App			10
Facebook Feed: News Feed Mobile Web			1
Facebook Instant Article Mobile App			—
Facebook In-Stream Video Mobile App			—
Facebook Marketplace Mobile App			—
Facebook Feed: Video Feeds Mobile App			—
Instagram Feed Mobile App			3
Instagram Explore Mobile App			—

Via the Breakdown menu, you can see which Placement is driving the most results.

This split test led me to testing more ads **ONLY** on Facebook Mobile as that is where most sales came from.

Manual Split Testing: Ad Level

How to Duplicate Ads

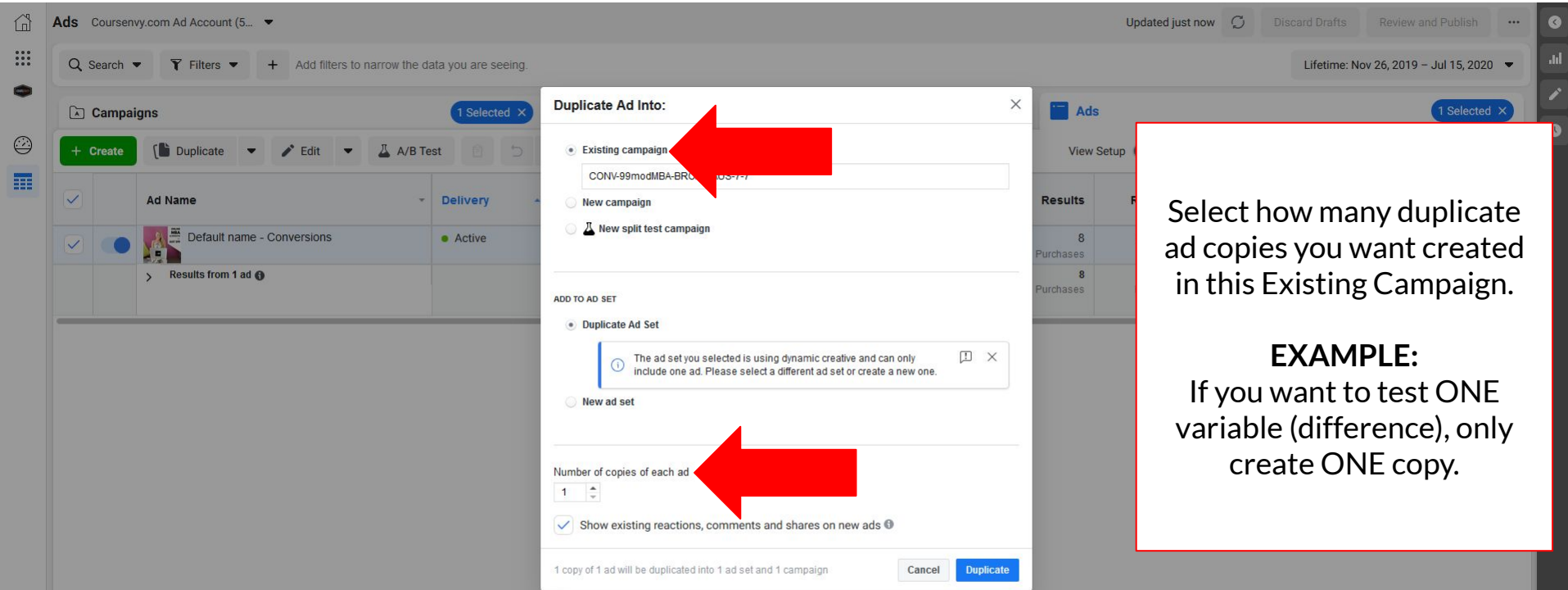
Manually split test an Ad via the DUPLICATE option in your Ads Manager.

- Click the checkbox for your Campaign name. Once selected, click the **Ads** tab.
- Click the checkbox next to your Ad name, then click the **Duplicate** button.
- Edit **ONE** variable in the new duplicated split test ad (such as IMAGE). Click Publish.

The screenshot shows the Facebook Ads Manager interface for a 'Coursenvy.com Ad Account'. The 'Campaigns' tab is selected, showing a list of campaigns. The 'Default name - Conversions' campaign is selected, and the 'Ads' tab is active. The 'Duplicate' button is highlighted with a red arrow. The 'Ads' tab is also highlighted with a red arrow. The checkbox for the 'Default name - Conversions' ad is highlighted with a red arrow. The table below shows the details of the selected ad.

Ad Name	Delivery	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking
Default name - Conversions	Active	AUS 25-54 1 active ad	Lowest cost Conversions	Using ca...	Jul 15, 2020, 3:3...	8 Purchases	8,644	13,670	\$48.92 Per Purchase	---	---
Results from 1 ad						8 Purchases	8,644 People	13,670 Total	\$48.92 Per Purchase		

How to Manually Split Test Facebook Ads



The screenshot shows the Facebook Ads Manager interface. A modal dialog titled "Duplicate Ad Into:" is open. It has three radio button options: "Existing campaign" (selected), "New campaign", and "New split test campaign". Below these is a text input field containing "CONV-99modMBA-BRO...". Under the "ADD TO AD SET" section, there are two radio button options: "Duplicate Ad Set" (selected) and "New ad set". Below this is a warning box that says "The ad set you selected is using dynamic creative and can only include one ad. Please select a different ad set or create a new one." At the bottom, there is a "Number of copies of each ad" dropdown menu set to "1", and a checked checkbox for "Show existing reactions, comments and shares on new ads". At the very bottom, it says "1 copy of 1 ad will be duplicated into 1 ad set and 1 campaign" with "Cancel" and "Duplicate" buttons.

Select how many duplicate ad copies you want created in this Existing Campaign.

EXAMPLE:
If you want to test ONE variable (difference), only create ONE copy.

Edit the SINGLE variable you want to test in this split test ad duplicate.

For this example, I duplicated the Ad for this campaign and will test a different **Call to Action** button in this split test copy.

CONV-99modMBA-BROAD-AUS-7-7 > AUS 25-54 - Copy > Default name - Conversions

In Draft

\$99 Online MBA Alternative -- TODAY ONLY!

+ Add Another Option 1 of 5

Description - Optional

Join over 300,000 ⭐⭐⭐⭐⭐ happy students!

+ Add Another Option 1 of 5

Website URL

<https://learn.courserny.com/p/p/modmba>

Preview URL

Build a URL Parameter

Display Link - Optional

Enter the link you want to show on your ad

Call to Action ⓘ

Sign Up

Get Quote

Get Showtimes

Learn More

Play Game

Request Time

See Menu

Shop Now

Sign Up

Edit Review

Preview On

13 Placements

View More Variations

Facebook Feeds

Courserny Sponsored

Join the #1 rated Online MBA Alternative, the modMBA, for just \$99 (regularly \$5,353)! OFFER ENDS TODAY!!! ...See More

ONLINE MBA ALTERNATIVE -- JUST \$99

LEARN.COURSERNY.COM

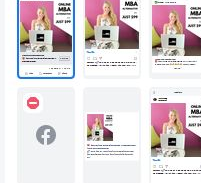
\$99 Online MBA Alternative -- TODAY ONLY!

SIGN UP

1 Comment 1 Share

Like Comment Share

Feeds



Stories



In-Stream



Ad rendering and interaction may vary based on device, format and other factors. ⓘ

Facebook's Terms and Advertising Guidelines.

Discard Draft

Publish

Other things I could test at the Ad level include ad copy (Primary Text), Headline, CTA button, Media (images or videos).

CONV-99modMBA-BROAD-AUS-7-7 > AUS 25-54 - Copy > Default name - Conversions

In Draft

Edit Review

Preview On

13 Placements View More Variations

Facebook Feeds

Feeds

Stories

In-Stream

Ad rendering and interaction may vary based on device, format and other factors.

Media Image

Add Images

1080 x 1080

For questions and more information, see the Facebook Ad Guidelines.

Optimize Creative For Each Person

Vary your ad creative based on each person's likelihood to respond. [See Possible Optimizations](#)

Primary Text

Join the #1 rated Online MBA Alternative, the modMBA, for just \$99 (regularly \$5,353)! OFFER ENDS TODAY!!!

Master marketing, business growth, SEO, Amazon FBA, eCommerce, and more in our 15 course bundle! Plus you get LIFETIME access and 1-on-1 support!

Just a ONE-TIME payment of \$99 for all of this... TODAY ONLY!

+ Add Another Option 1 of 5

Headline - Optional

\$99 Online MBA Alternative -- TODAY ONLY!

+ Add Another Option 1 of 5

Description - Optional

Join over 300,000 ★★★★★ happy students!

+ Add Another Option 1 of 5

Close By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Discard Draft Publish

Once ready, click the
"Publish" button.

CONV-99modMBA-BROAD-AUS-7-7 > AUS 25-54 - Copy > Default name - Conversions

In Draft

Edit Review

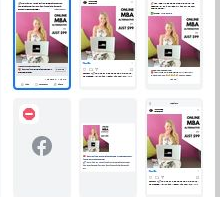
Preview On

13 Placements

View More Variations

Facebook Feeds

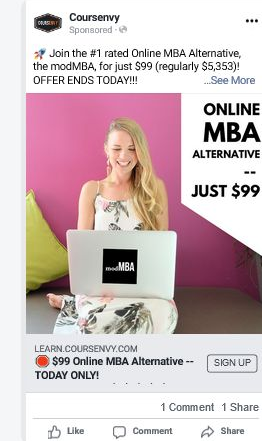
Feeds



Stories

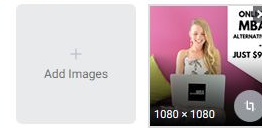


In-Stream



Ad rendering and interaction may vary based on device, feed, and other factors.

Media Image



For questions and more information, see the Facebook Ad Guidelines.

Optimize Creative For Each Person

Vary your ad creative based on each person's likelihood to respond. [See Possible Optimizations](#)

Primary Text

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- Just a ONE-TIME payment of \$99 for all of this... TODAY ONLY!

+ Add Another Option 1 of 5

Headline - Optional

\$99 Online MBA Alternative -- TODAY ONLY!

+ Add Another Option 1 of 5

Description - Optional

Join over 300,000 ★★★★★ happy students!

+ Add Another Option 1 of 5

Close By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Discard Draft

Publish

My preferred way of split testing multiple variables at the AD level, is via the Dynamic Creative feature.

Notice these “Add Another Option” links.

Ads Courseenvy.com Ad Account (5...)

Search

Filters

+ Add filters to narrow the data

Create Duplicate Edit A/B Test

Ad Name

Default name - Conversions

Results from 1 ad

CONV-99modMBA-BROAD-AUS-7-7

AUS 25-54 - Copy

Default name - Conversions

AUS 25-54

Default name - Conversions

CONV-99modMBA-BROAD-AUS-7-7 > AUS 25-54 - Copy > Default name - Conversions

In Draft

Edit Review

Preview On

13 Placements

View More Variations

Facebook Feeds

Feeds

Stories

In-Stream

Ad rendering and interaction may vary based on device, format and other factors.

Close By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Discard Draft Publish

Media Image

Add Images

Optimize Creative For Each Person

Vary your ad creative based on each person's likelihood to respond. [See Possible Optimizations](#)

Primary Text

Join the #1 rated Online MBA Alternative, the modMBA, for just \$99 (regularly \$5,353)! OFFER ENDS TODAY!!!

Master marketing, business growth, SEO, Amazon FBA, eCommerce, and more in our 15 course bundle! Plus you get LIFETIME access and 1-on-1 support!

Just a ONE-TIME payment of \$99 for all of this... TODAY ONLY!

+ Add Another Option 1 of 5

Headline · Optional

\$99 Online MBA Alternative -- TODAY ONLY!

+ Add Another Option 1 of 5

Description · Optional

Join over 300,000 ★★★★★ happy students!

+ Add Another Option 1 of 5

Facebook Feeds

Courseenvy sponsored

Join the #1 rated Online MBA Alternative, the modMBA, for just \$99 (regularly \$5,353)! OFFER ENDS TODAY!!! [See More](#)

ONLINE MBA ALTERNATIVE -- JUST \$99

LEARN COURSEENVY.COM

\$99 Online MBA Alternative -- TODAY ONLY!

SIGN UP

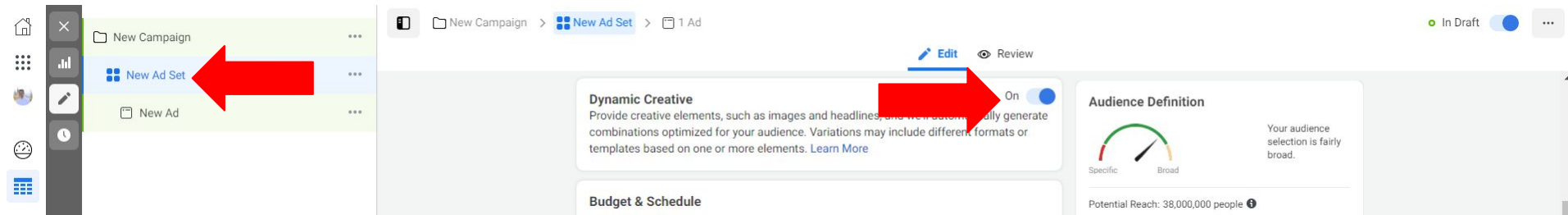
1 Comment 1 Share

Like Comment Share

Split Testing With Dynamic Creative

Dynamic Creative

- Dynamic Creative takes multiple AD variables (such as images, videos, titles, descriptions, CTAs) and then creates creative variations for each person viewing your ad that you can later track in Ads Manager to see what performed the best (i.e. drove clicks, engagement, conversions!)
- Dynamic Creative is a great optimization tool when you're not sure which AD creative resonates the best with each audience you target.
- Toggle on Dynamic Creative at the AD SET level.



Dynamic Creative

With the **Dynamic Creative** option enabled, you can upload multiple creative assets such as images, videos, titles, descriptions, and CTAs (Call-To-Action buttons).

Dynamic Creative will then find **optimized ad creative combinations** by taking multiple ad components/assets you provided (i.e. images, headlines, etc.) and automatically generating combinations of them.

Dynamic Creative will then optimize the creative components that deliver the best results for each impression served. Then your Dynamic Creative ads will show your targeted audience the **highest performing creative combinations**.

Who is Dynamic Creative for?

The Dynamic Creative option is a great tool for Facebook advertisers with MANY assets who want to learn what creatively resonates with their target audience.

I like to compare Dynamic Creative to “Machine Learning”... it is a Facebook tool that helps me identify my best AD level creative assets, then I use these winning creatives in my new AD SET level split test campaigns. Once I have my Ad Sets optimized, then I scale up my budget on the winners and shut off the losers!

PRO TIP: Dynamic Creative is NOT a substitute for split testing. I will only use Dynamic Creative to find my top performing CREATIVES from hundreds of options (i.e. titles, images, etc.). Then I will take these winning ad creative assets (derived from the Dynamic Creative ad) into my new split test campaigns where I am testing targeting at the AD SET level (again, ONE variable at a time to see what audience drives the best results). Take a look at the example on the next slide...

Split Test Example With Top 2 Dynamic Creative Ads



EXAMPLE:

Say I find 2 winning AD combinations from a Dynamic Creative campaign. If I am testing 2 audiences (AD SETS), that means I will have 4 total ad sets to properly split test this data further.

Best Practices for Dynamic Creative Ads

www.facebook.com/business/help/257326614846024

facebook business

Ads Help Center

Support

Home

Ads

Pages

Billing

Optimization

Management

Instagram

Create an Ad

BASICS

About dynamic creative

> Best practices

CREATE

RESULTS

Best Practices for Dynamic Creative Ads

Dynamic creative ads aren't compatible with dynamic language optimization or asset customization.

Below are best practices to help you get the most out of dynamic creative ads.

TEXT

Upload 5 options max

IMAGES / VIDEOS

Upload 10 image options or 10 video options max

HEADLINES

Upload 5 options max

LINK DESCRIPTIONS

Upload 5 options max

CTA BUTTONS

Upload 5 options max

Jasper's Cafe

Sponsored · 🌐

Discover our new Swiss chocolate counter!



jaspersmarket.com/cafe

Certified organic cocoa

Learn more on our website...

SEE MENU

Like

Comment

Share

To use Dynamic Creative, toggle it on at the Ad Set level.

NOTE: Dynamic Creative is NOT available for all campaign objectives.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad Set Name

New Ad Set 

Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

☒ Website

☐ App
Choose the app you want to advertise. You can advertise any app that you've registered on Facebook's developer site. [Get Help for App Install Ads](#)

☐ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp
When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to open WhatsApp.

Audience Definition

 Your audience selection is fairly broad.

Potential Reach: 38,000,000 people 

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Dynamic Creative On  

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule

Start Date

Aug 21, 2020  11:38 AM

Pacific Time

End - Optional

☐ Set an end date

[Show More Options](#) ▼

[Close](#)  All edits saved

[Back](#) [Next](#)

It is at the Ad level that you will add all the Dynamic Creative assets you want to test.

5 TEST OPTIONS:

1. Text
2. Images/Videos (up to 10)
3. Headlines
4. Description
5. CTA Buttons

New Campaign > New Ad Set > New Ad

Media

Select Images Select Videos

Create Slideshow Create Video

Images, Videos and Slideshows 1 of 10

2048 x 1556

Crop Image

☒ Optimize Creative For Each Person
Vary your ad creative based on each person's likelihood to respond. [See Possible Optimizations](#)

Primary Text

Tell people what your ad is about

+ Add Another Option

Headline · Optional

Write a short headline

+ Add Another Option

Description · Optional

Include additional details

+ Add Another Option

Website URL

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close ✓ All edits saved

Edit Review

Preview On

12 Placements View More Variations

Facebook Feeds

Coursenvy Sponsored

Feeds

Stories

In-Stream

Like Comment Share

Back Publish

I love split testing at least 3 images per campaign. You never know what people will engage with until you test it!

Also, make sure to toggle on the "Optimize Creative For Each Person" as Facebook will optimize ad creatives according to what each user is more likely to click.



Media

Select Images

Select Videos

Create Slideshow

Create Video

Images, Videos and Slideshows

1 of 10



2048 x 1556

Crop Image

☒ Optimize Creative For Each Person

Vary your ad creative based on each person's likelihood to respond. [See Possible Optimizations](#)

Primary Text

Tell people what your ad is about

[+ Add Another Option](#)

Headline · Optional

Write a short headline

[+ Add Another Option](#)

Description · Optional

Include additional details

[+ Add Another Option](#)

Website URL

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

[Close](#) [✓ All edits saved](#)

[Edit](#) [Review](#)

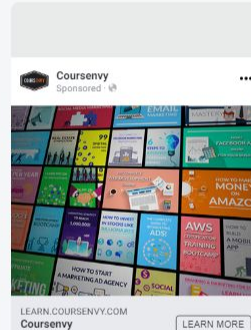
☒ Preview On

12 Placements

[View More Variations](#)

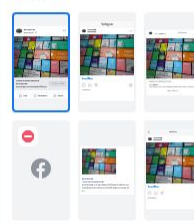


Facebook Feeds



[Like](#) [Comment](#) [Share](#)

Feeds



Stories



In-Stream



Ad rendering and interaction may vary based on device, format and other factors. [i](#)

[Back](#)

[Publish](#)

As you can see, I
am testing:

- 3 images
- 2 Primary Text
- 2 Headlines
- 2 Call to Action
buttons



dynamic creative will use every asset at least once. You can add up to 5 texts, headlines, link descriptions, and call to action. [Learn More](#)

☒ Optimize Creative For Each Person
Vary your ad creative based on each person's likelihood to respond. [See Possible Optimizations](#)

Primary Text ⁱ

Test 1 - ad copy

Test 2 - ad copy

[+ Add Another Option](#)

2 of 5

Headline (optional) ⁱ

Test 1 - headline

Test 2 - headline

[+ Add Another Option](#)

2 of 5

Description (optional) ⁱ

The #1 MBA Alternative = modMBA.com

[+ Add Another Option](#)

1 of 5

Display Link (optional) ⁱ

Enter the link you want to show on your ad

Call to Action ⁱ

Learn More

Sign Up

[+ Add Another Option](#)

Mobile News Feed

[View More Variations](#)



Coursenvy
Sponsored ·

Test 1 - ad copy



LEARN.COURSENVY.COM

Test 1 - headline

The #1 MBA Alternative = modMBA.com

[LEARN MORE](#)

Dynamic Creative Ad Results

The screenshot shows the Facebook Ads Manager interface. At the top, the 'Ads' tab is selected. Below the navigation bar, there's a table of ad sets. The first ad set is 'Default name - Conversions' with a status of 'Active'. To the right of the table, a dropdown menu is open for the 'Breakdown' column, showing options like 'None', 'Image, Video and Slideshow', 'Website URL', 'Text', 'Headline (Ad Settings)', 'Description', and 'Call To Action'. Red arrows point to the 'Ads' tab, the 'Breakdown' dropdown, and the 'By Dynamic Creative Asset' option.

Ad Name	Delivery	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Breakdown	Engagement Rate Rank
Default name - Conversions	Active	AUS 25-54 1 active ad	Lowest cost Conversions	Using ca...	Jul 15, Today	8,649 People	13,679 Total	48.94

1. Go to your Ads Manager.
2. Select your Campaign you enabled Dynamic Creative for and then navigate to the **Ads** tab.
3. Click the **Breakdown** menu on the right side and choose “**By Dynamic Creative Asset**” from the dropdown menu.
4. Select one of the breakdowns to see how each asset performed (i.e. image, text, headline, etc.)

Ads Courseenvy.com Ad Account (5... Updated just now Discard Drafts Review and Publish

Search Filters + Add filters to narrow the data you are seeing. Lifetime: Nov 26, 2019 – Jul 21, 2020

Campaigns Ad Sets Ads

+ Create Duplicate Edit Preview Rules

1-200 of 777

By Time By Delivery By Action By Dynamic Creative Asset Clear Breakdowns Reports

Ad Name	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent	Link Clicks
Image PINK mba 99.png_105 (4801c209028c1a...	14,592	22,165	39.46					129
Image LAMBO 599 MMB to 19.png (dce1b8c3719...	230	239						3
Image ORANGE 599 MMB to 19.png (27e7098a9...	243	281						1
Image PINK 599 MMB to 19.png (fb140edfa13d1...	30	32						

Image, Video and Slideshow
View your data by image, media and slideshow. These values are estimated.

None
Image, Video and Slideshow
Website URL
Text
Headline (Ad Settings)
Description

We used Facebook Dynamic Creative for this ad, so they are optimizing for the best image based on their machine learning. If I created two separate campaigns with one using the PINK image and the other using the LAMBO image, we may get different results.

When reviewing split tests, review MULTIPLE VARIABLES (i.e. not JUST clicks). For example **Click-Through Rate (CTR) = Clicks / Impressions**. Notice how the LAMBO image received 3 clicks from 239 impressions. That is a 1.2% CTR. The PINK image received 129 clicks from 22,165 impressions. That is a 0.58% CTR. So while the Facebook machine learning found the PINK image performed better and they served that Ad image more, even though the LAMBO image had a higher CTR. So we are trusting Facebook here assuming that the LAMBO image CTR would have dropped if they served that Ad more impressions. If you want to perform a TRUE split test, you should create two separate campaigns (just duplicate the Ad Set targeting and change JUST the images in each varying Ad).

Split Test Images With Carousel Ads

Split Test Images with Carousel Ads

Another way to split test images is via the Carousel format option.



Ad Setup

Create Ad

Format

Choose how you'd like to structure your ad.

- ☐ Single Image or Video
One image or video, or a slideshow with multiple images
- ☒ Carousel
2 or more scrollable images or videos
- ☐ Collection
Group of items that opens into a fullscreen mobile experience

Fullscreen Mobile Experience

- ☐ Add an Instant Experience
- ☐ Add a Playable Source File

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Carousel Cards

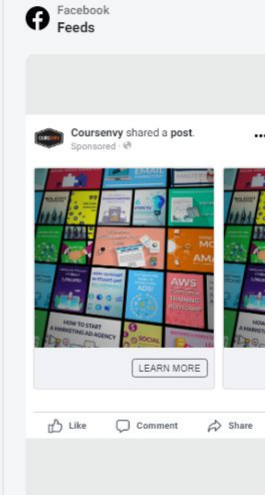
+ Enter headline, description and URL

Select Image

Edit Review

Preview On

14 Placements



Ad rendering and interaction may vary based on device, format and other factors.

Select a different image or video for each Carousel card.



Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Carousel Cards

+ Enter headline, description and URL

Select Image

Headline · Optional

Write a short headline

Description · Optional

Include additional details

Website URL

learn.coursenvy.com

[Build a URL Parameter](#)

Remove

+ Enter headline, description and URL

+ Enter headline, description and URL

+ Add Media

Edit Placement

Select a placement to edit

Edit Review

Preview On

14 Placements

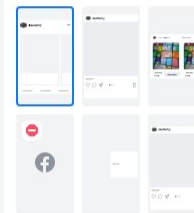
Facebook Feeds

Coursenvy shared a post.
Sponsored



Like Comment Share

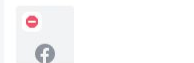
Feeds



Stories



In-Stream



Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back

Publish

You can also add or remove more Cards.

New Campaign > New Ad Set > New Ad

[Edit](#) [Review](#)

☒ Preview On

14 Placements

Facebook Feeds

Coursenvy shared a post. Sponsored

Like Comment Share

Ad rendering and interaction may vary based on device, format and other factors.

[Back](#) [Publish](#)

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

[Close](#) [All edits saved](#)

Ad Creative
Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Carousel Cards

+ Enter headline, description and URL

Select Image

Headline · Optional
Write a short headline

Description · Optional
Include additional details

Website URL
learn.coursenvy.com
[Build a URL Parameter](#)

Remove

+ Enter headline, description and URL

+ Enter headline, description and URL

+ Add Media

Edit Placement
Select a placement to edit

Select this checkbox so Facebook will automatically show your best performing card to your target audience.



+ Enter headline, description and URL

+ Enter headline, description and URL

+ Add Media

Edit Placement

Select a placement to edit

Select cards from previous ads

- ☒ Automatically show the best performing cards first
On Facebook News Feed, Instagram Feed and Instagram Stories, the carousel card that performs best will be shown first. For all other placements, cards will appear in the order you arrange them.
- ☒ Add a card at the end with your Page profile picture
- ☐ Add a map card showing your nearest stores

Primary Text

Tell people what your ad is about

See More URL

learn.coursenvy.com

Preview URL

Build a URL Parameter

See More Display Link - Optional

Enter the link you want to show on your last carousel card.

Call to Action

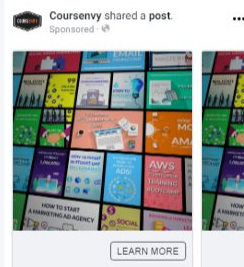
Learn More

Edit Review

Preview On

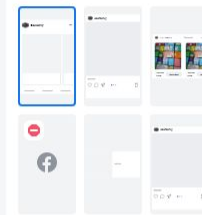
14 Placements

Facebook Feeds



Like Comment Share

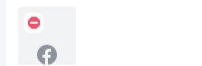
Feeds



Stories



In-Stream



Ad rendering and interaction may vary based on device, format and other factors.

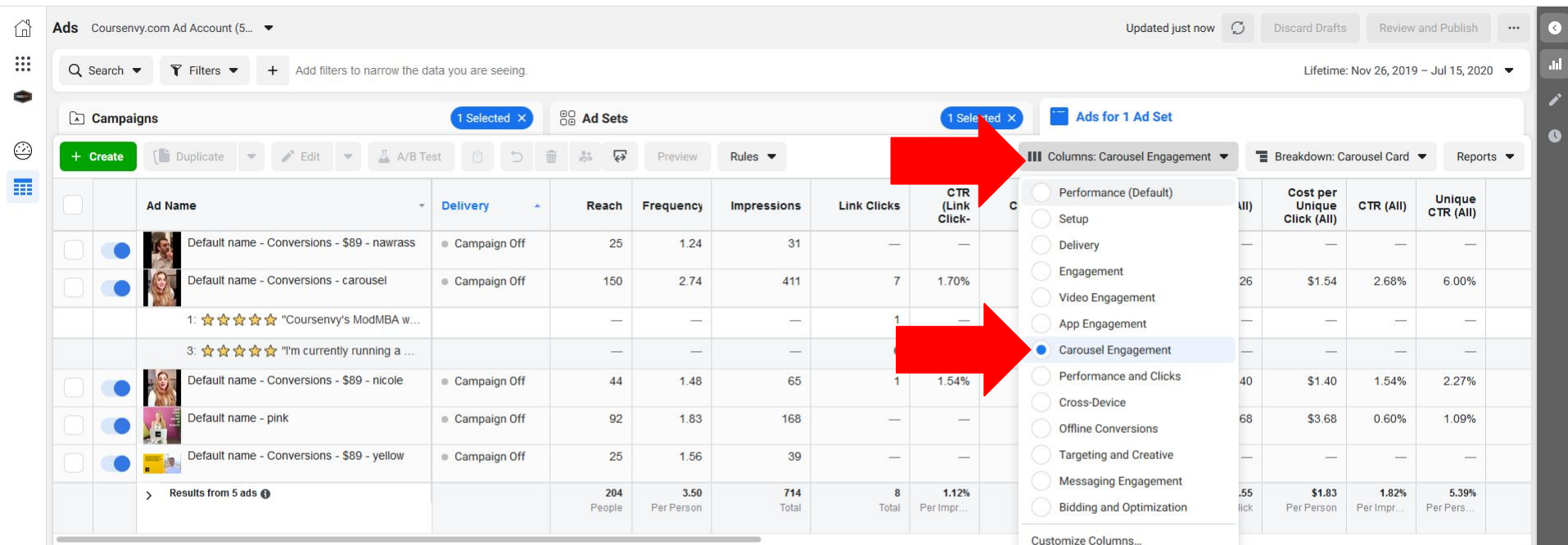
By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back Publish

Carousel Reporting → Columns

➤ In the Columns dropdown menu, select “Carousel Engagement”.



The screenshot displays the Facebook Ads Manager interface. At the top, the account name is 'Coursenvy.com Ad Account (5...)' and the status is 'Updated just now'. Below the search bar, the 'Columns' dropdown menu is open, showing a list of reporting options. The 'Carousel Engagement' option is highlighted with a blue selection bar. A red arrow points from the 'Columns' dropdown to the 'Carousel Engagement' option. Another red arrow points from the 'Columns' dropdown to the 'CTR (Link Click-)' column in the table below.

The table below shows the following data:

Ad Name	Delivery	Reach	Frequency	Impressions	Link Clicks	CTR (Link Click-)
Default name - Conversions - \$89 - nawrass	Campaign Off	25	1.24	31	—	—
Default name - Conversions - carousel	Campaign Off	150	2.74	411	7	1.70%
1: ★★★★★ "Coursenvy's ModMBA w ...		—	—	—	1	—
3: ★★★★★ "I'm currently running a ...		—	—	—	—	—
Default name - Conversions - \$89 - nicole	Campaign Off	44	1.48	65	1	1.54%
Default name - pink	Campaign Off	92	1.83	168	—	—
Default name - Conversions - \$89 - yellow	Campaign Off	25	1.56	39	—	—
Results from 5 ads		204 People	3.50 Per Person	714 Total	8 Total	1.12% Per Impr...

Carousel Reporting → Breakdown

- In the Breakdown dropdown menu, select the “By Action” menu, and select “Carousel Card”.

The screenshot displays the Facebook Ads reporting interface for a campaign named "Coursenvy.com Ad Account (5...". The interface includes a search bar, filters, and a table of ad performance data. A dropdown menu is open, showing the "By Action" option selected, and a sub-menu is visible, highlighting the "Carousel Card" option. Red arrows indicate the navigation path from the "By Action" menu to the "Carousel Card" option and then to the "Breakdown: Carousel Card" dropdown in the top right corner.

Ads Coursenvy.com Ad Account (5... Updated just now Discard Drafts Review and Publish

Search Filters Add filters to narrow the data you are seeing. Lifetime: Nov 26, 2019 – Jul 15, 2020

Campaigns 1 Selected Ad Sets 1 Selected Ads for 1 Ad Set

+ Create Duplicate Edit A/B Test Preview Rules View Setup

By Time > Breakdown: Carousel Card > Reports >

By Delivery >

By Action >

By Dynamic Creative Asset >

Clear Breakdowns

None

Conversion Device

Post Reaction Type

Destination

Video View Type

Video Sound

Carousel Card

Instant Experience Component

	Ad Name	Delivery	Reach	Frequency	Impressions	CTR
	Default name - Conversions - \$89 - nawrass	Campaign Off	25	1.24	31	
	Default name - Conversions - carousel	Campaign Off	150	2.74	411	
	1: ★★★★★ "Coursenvy's ModMBA w...		—	—	—	
	3: ★★★★★ "I'm currently running a ...		—	—	—	
	Default name - Conversions - \$89 - nicole	Campaign Off	44	1.48		
	Default name - pink	Campaign Off	92	1.83	168	
	Default name - Conversions - \$89 - yellow	Campaign Off	25	1.56	39	
>	Results from 5 ads		204 People	3.50 Per Person	714 Total	8 Total 1.12% Per Impr...

Cost per Unique Click (All) CTR (All)

6 54 2.68% 6.00%

1 1 \$1.40 \$1.40 1.54% 2.27%

1 1 \$3.68 \$3.68 0.60% 1.09%

13
Total
\$1.55
Per Click

11
Total
\$1.83
Per Person

1.82%
Per Impr...

5.39%
Per Pers...

Carousel Reporting → Breakdown

- Then you can see the performance of different cards under your Carousel Ad (at the **AD level**). I tested 3 Carousel Cards (i.e. 3 separate videos) for this example, but only 2 got clicks, with #3 performing the best with 6 clicks!

Ads Coursevny.com Ad Account (5... Updated just now Discard Drafts Review and Publish

Search Filters + Add filters to narrow the data you are seeing. Lifetime: Nov 26, 2019 – Jul 15, 2020

Campaigns 1 Selected Ad Sets 1 Selected Ads for 1 Ad Set

+ Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Carousel Engagement Breakdown: Carousel Card Reports

	Ad Name	Delivery	Reach	Frequency	Impressions	Link Clicks	CTR (Link Click-	Clicks (All)	Unique Clicks (All)	CPC (All)	Cost per Unique Click (All)	CTR (All)	Unique CTR (All)
	Default name - Conversions - \$89 - nawrass	Campaign Off	25	1.24	31	—	—	—	—	—	—	—	—
	Default name - Conversions - carousel	Campaign Off	150	2.74	411	7	1.70%	11	9	\$1.26	\$1.54	2.68%	6.00%
	1: ☆☆☆☆☆ "Coursevny's ModMBA w...		—	—	—	1	—	—	—	—	—	—	—
	3: ☆☆☆☆☆ "I'm currently running a ...		—	—	—	6	—	—	—	—	—	—	—
	Default name - Conversions - \$89 - nicole	Campaign Off	44	1.48	65	1	1.54%	1	1	\$1.40	\$1.40	1.54%	2.27%
	Default name - pink	Campaign Off	92	1.83	168	—	—	1	1	\$3.68	\$3.68	0.60%	1.09%
	Default name - Conversions - \$89 - yellow	Campaign Off	25	1.56	39	—	—	—	—	—	—	—	—
>	Results from 5 ads		204 People	3.50 Per Person	714 Total	8 Total	1.12% Per Impr...	13 Total	11 Total	\$1.55 Per Click	\$1.83 Per Person	1.82% Per Impr...	5.39% Per Pers...

Carousel Reporting → Breakdown

- Analyze which Carousel Card gets the most engagement after the campaign reaches over 1,000 impressions. Carousel Cards are a great way to identify popular products, videos, and/or images!

Facebook Ads Manager interface showing a carousel campaign breakdown. The interface includes a search bar, filters, and a table of ad performance metrics. A red box highlights the 3rd card, "Coursevny's ModMBA w...", which has the highest number of clicks (6) among the carousel cards. A red arrow points from the "Ads for 1 Ad Set" tab to the breakdown view.

Ad Name	Delivery	Reach	Frequency	Impressions	Link Clicks	CTR (Link Click-)	Clicks (A	Unique Clicks	Cost per	Unique		
Default name - Conversions - \$89 - nawrass	Campaign Off	25	1.24	31	—	—	—	—	—	—		
Default name - Conversions - carousel	Campaign Off	150	2.74	411	7	1.70%	—	—	—	—		
1: ★★★★★ "Coursevny's ModMBA w..."	—	—	—	—	1	—	—	—	—	—		
3: ★★★★★ "I'm currently running a ..."	—	—	—	—	6	—	—	—	—	—		
Default name - Conversions - \$89 - nicole	Campaign Off	44	1.48	65	1	1.54%	—	—	—	—		
Default name - pink	Campaign Off	92	1.83	168	—	—	—	—	—	—		
Default name - Conversions - \$89 - yellow	Campaign Off	25	1.56	39	—	—	—	—	—	—		
Results from 5 ads		204 People	3.50 Per Person	714 Total	8 Total	1.12% Per Impr...	13 Total	11 Total	\$1.39 Per Click	\$1.63 Per Person	1.62% Per Impr...	3.39% Per Pers...

Facebook Ads: “A/B Test” Option

Facebook Ads: “A/B Test” Option

If you don't want to MANUALLY create split tests, you can select the “**A/B Test**” option on the first step of your Facebook ad creation (at the Campaign Objective level).

- Click the green Create Ad button on your Ads Manager page.
- Select your Campaign Objective.
- Click the **A/B Test** option.
- Create and publish your campaign. This will be the “Control campaign”.
- Once prompted, select the variables you want to split test at specific areas of the campaign.

Facebook Experiments

You can also create an **A/B Test** via the Facebook Experiments page.

<https://business.facebook.com/test-and-learn>

The screenshot shows the Facebook Experiments interface. On the left, a sidebar contains the 'facebook Experiments' logo and a 'Tests' tab with a flask icon. Below it is a 'Results' section with a bar chart icon. The main content area features the heading 'Run tests, learn what works, grow your business.' and an illustration of two people looking at a large screen displaying charts and a play button. Below the illustration are three experiment cards: 'A/B Test' (labeled 'RECOMMENDED FOR YOU'), 'Holdout Test', and 'Brand Survey'. Each card includes a brief description, key metrics, and 'Learn More' and 'Get Started' buttons. A large red arrow points to the 'Get Started' button for the A/B Test card. A red-bordered box on the left side of the screenshot contains the text: 'These require a higher budget, so we prefer using the MANUAL split testing method we taught you earlier.'

facebook Experiments

Tests

Results

CE Clients (111087379925797...

Run tests, learn what works, grow your business.

A/B Test
Test different versions of your ad to see which performs best.
Key Metrics: Cost per Result ⓘ, Conversion Lift ⓘ
RECOMMENDED FOR YOU
Learn More Get Started

Holdout Test
Use a holdout group to measure the total conversions caused by your Facebook ads.
Key Metric: Conversion Lift ⓘ
Learn More Get Started

Brand Survey
Poll your audience to measure the impact of your Facebook ads on your brand.
Key Metric: Brand Lift ⓘ
Learn More Get Started

These require a higher budget, so we prefer using the MANUAL split testing method we taught you earlier.

Once you select your Campaign Objective, scroll down and select the "A/B Test" option.

New Campaign > 1 Ad Set > 1 Ad

[Edit](#) [Review](#)

Campaign Objective

Awareness	Consideration	Conversion
☐ Brand awareness	☒ Traffic	☐ Conversions
☐ Reach	☐ Engagement	☐ Catalog sales
	☐ App installs	☐ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	



Traffic

Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

[Show More Options](#)

A/B Test

Test campaigns against each other to understand which strategies give you the best result. Your potential reach will be divided among your test campaigns for more accurate results. [Learn More](#)



This Campaign is Now Your Control Campaign

Continue setting up your control and you can add variants to your test after publishing.

[Undo](#)

[Close](#) [Next](#)

✓ All edits saved

Once you publish this initial campaign (the “Control Campaign”) you will be prompted to select the variable you want to test.

Create A/B Test

Finish setting up your A/B test by creating a variant or selecting another campaign to compare against the original

Create a Variant Compare Existing Campaigns

Choose the variable you want to test.

Campaign

New Campaign

Variable

Select a variable to test

- ☐ Image
- ☐ Video
- ☐ Ad Text
- ☐ Age and Gender
- ☐ Saved Audience
- ☐ Custom

Split Test Examples - Audiences

Testing different audiences helps you understand what types of people are more likely to respond to your ads.

EXAMPLES:

- Men, age 21-30 versus Men, age 31-40
- People living in Los Angeles versus People living in New York City
- A custom audience of people who've recently visited your website versus targeting a relevant Interest in Detailed Targeting

We selected "Age and Gender" for this split test.

Click the "Continue to Experiments" button.

Create A/B Test

Finish setting up your A/B test by creating a variant or selecting another campaign to compare against the original

Create a Variant Compare Existing Campaigns

Choose the variable you want to test.

Campaign
New Campaign

Variable
Age and Gender

Ad Set
New Ad Set

Creating Two New Campaigns for Your Test
We'll create two new campaigns based on your selection and compare them to see which performs better.

[Continue to Experiments](#)

This will open the **Facebook Experiments** page.

Here you will see your original published campaign “Version A (Control)” and your “Version B (Variant)”.

Edit the Variable you want to test via the “Version B (Variant)” campaign.

Create A/B Test

Edit the age and gender you want to test. Then confirm your test budget and schedule. We'll create 2 new campaigns based on the ad set you selected and compare them to see which performs better.

Version A (Control)

New Control Campaign

Version A - New Campaign

New Ad Set

New Ad

Version B (Variant)

New Variant Campaign

Version B - New Campaign

New Ad Set

New Ad

Variable

Location:

United States

Age:

18 - 24

Variable

Age:

18

65+

Gender:

☒ All

☐ Men

☐ Women

Test Settings

Edit or review your settings before publishing your test

Test Name

Audience Test - New Campaign

Test Schedule

Start

Aug 22, 2020

12:00 AM

End

Aug 26, 2020

12:00 AM

Create Test

CE Clients (111087379925797...

Create New Test

will no longer be reported. [Learn More](#)

s here.



Before clicking the “Create Test” button, set your Test Budget high enough so your “Estimated Test Power” is above 80%.

Create A/B Test

18 - 24

☒ All ☐ Men ☐ Women

Test Settings

Edit or review your settings before publishing your test

Test Name

Audience Test - New Campaign

Test Schedule

Start

Aug 22, 2020

12:00 AM

End

Aug 26, 2020

12:00 AM

Pacific Time

Test Budget

\$500.00

USD

Daily Budget, split 50/50

Determining the Winner

Pick how you want to determine the winning version of your test.

Key Metric

Cost per Result

Estimated Test Power

84%

Power is the likelihood of detecting a difference in your ads if there is one to detect. We recommend using a budget, schedule, and key metric, that give you a power of at least 80% to improve your chances of a successful test.

What Happens Next

When you launch your test

Experiments. We'll send you an email when

Create Test

Coursenvy®

www.Coursenvy.com

BEST PRACTICES: Split Testing

Best Practices for Split Testing: <https://www.facebook.com/business/help/290009911394576>

- Test only ONE variable at a time for more conclusive results.
- Focus on a measurable hypothesis (i.e. optimizing for cost per action).
- Use a big enough audience for the test.
- Use an ideal time frame (4 days average).
- Set an ideal budget for your test (80%+ estimated Test Power).

